

SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: Administrative Code - Sponsorship Program

DEPARTMENT: Leisure Services

DIVISION: Parks and Recreation

AUTHORIZED BY: Joe Abel

CONTACT: Kathryn Clifford

EXT: 2161

MOTION/RECOMMENDATION:

Approve and authorize the Chairman to execute the Resolution establishing Section 28.30 Sponsorship Program of the Seminole County Administrative Code.

County-wide

Julia Thompson

BACKGROUND:

The Leisure Services Department gained approval of the Sponsorship Program at the July 28, 2009 Board of County Commission meeting to work with outside entities, businesses and non-profit organizations through a sponsorship program that can help provide opportunities to enhance resources, off-set departmental operational expenditures, provide benefits through expanded services to citizens and achieve greater visibility for both the County and the partnering entity. The goal of the program is to create relationships and partnerships with sponsors for mutual financial and "program" benefit. This agenda item is to serve as a formal policy and program within the Seminole County Administrative Code.

STAFF RECOMMENDATION:

Staff recommends that the Board approve and authorize for the Chairman to execute the Resolution establishing Section 28.30 Sponsorship Program of the Seminole County Administrative Code.

ATTACHMENTS:

1. Previous BCC Agenda Item
2. Proposed Administration Code Section 28.30 Sponsorship Program
3. Resolution

Additionally Reviewed By:

☒ County Attorney Review (Ann Colby)

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Sponsorship Program

DEPARTMENT: Leisure Services

DIVISION: Parks and Recreation

AUTHORIZED BY: Joe Abel

CONTACT: Julia Thompson

EXT: 2170

MOTION/RECOMMENDATION:

Request the Board of County Commissioners approve the Sponsorship Program proposed by the Leisure Services Department.

County-wide

Julia Thompson

BACKGROUND:

The Leisure Services Department would like to work with outside entities, businesses and non-profit organizations through a sponsorship program that can help provide opportunities to enhance resources, off-set departmental operational expenditures, provide benefits through expanded services to citizens and achieve greater visibility for both the County and the partnering entity. The goal of the program would be to create relationships and partnerships with sponsors for mutual financial and "program" benefit.

STAFF RECOMMENDATION:

Staff recommends that the Board of County Commissioners approve the Sponsorship Program.

ATTACHMENTS:

1. Sponsorship Policy Manual

<p><u>Additionally Reviewed By:</u></p> <p><input checked="" type="checkbox"/> Budget Review (Ben Crawford, Lisa Spriggs)</p> <p><input checked="" type="checkbox"/> County Attorney Review (Ann Colby)</p> <p><input checked="" type="checkbox"/> Revenue Review (Cecilia Monti, Lisa Spriggs)</p>
--

SECTION 28. LEISURE SERVICES

28.30 SPONSORSHIP PROGRAM

A. PURPOSE. To create an authorized environment for entering into sponsorship agreements with third parties where such sponsorships are mutually beneficial, and in a manner that is consistent with all applicable policies set by Seminole County Government. Specifically:

- (1) Uphold the County's stewardship role to safeguard the County's assets and interests;
- (2) Provide guidelines and procedures based on and in line with best practices; and
- (3) Obtain sponsorships to enhance and promote the goals and mission of Leisure Services in Seminole County.

B. DEFINITION OF SPONSORSHIP. "Sponsorship" shall mean a mutually beneficial contractual business arrangement between the County and a third party, wherein the third party provides cash and/or in-kind services to the County in return for access to the commercial and marketing potential associated with the County. Sponsors of County assets may include one or more of the County's services, projects, parks, events, facilities or programs offered by the Leisure Services Department.

C. POLICIES AND PROCEDURES. The Leisure Services Department Director is authorized to administer the Sponsorship Program. Policies and procedures governing the Sponsorship Program shall be incorporated in the Leisure Services Department Operating Manual and be consistent with other Department policies and procedures applicable to leisure services programs.

D. PROGRAM MANAGEMENT. The administration, coordination, and record keeping will be accomplished through the Leisure Services Department's Administrative Offices, with the Business Operations Program Manager serving as the Sponsorship Program Manager. Some of the responsibilities include:

- (1) Explain program to interested partners/sponsors,
- (2) Administer the process for all potential program partners/sponsors,
- (3) Assist the Director in securing Sponsorship Program funding,
- (4) Administer Sponsorship Program agreements,
- (5) Administer procedures for Sponsorship Program,

(6) Provide analysis and reports to the Board of County Commissioners and Leisure Services Director as required, and

(7) Coordinate the creation, distribution, and marketing of promotional materials for the Sponsorship Program.

D. AUTHORITY. Resolution ____-R-____ adopted _____

THE FOLLOWING RESOLUTION WAS ADOPTED BY THE
BOARD OF COUNTY COMMISSIONERS OF SEMINOLE
COUNTY, FLORIDA, AT THEIR REGULARLY SCHEDULED
MEETING ON THE ____ DAY OF _____, 2009.

WHEREAS, Seminole County Ordinance No. 89-28 created the
Seminole County Administrative Code; and

WHEREAS, Seminole County Resolution Numbers 89-R-438 and 05-
R-151 adopted the Seminole County Administrative Code; and

WHEREAS, the Seminole County Administrative Code needs to be
amended from time to time to reflect changes in the administration
of County government; and

WHEREAS, the Board of County Commissioners desires to amend
sections of the Seminole County Administrative Code to create an
authorized environment for entering into sponsorship agreements
with third parties where such sponsorships are mutually
beneficial,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY
COMMISSIONERS OF SEMINOLE COUNTY, FLORIDA THAT,

The Seminole County Administrative Code is hereby amended by
the addition of Section 28.30, "Sponsorship Program", as more
particularly described in the attachment.

ADOPTED this _____ day of _____, 2009.

ATTEST:

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida.

By: _____
BOB DALLARI, Chairman

Date: _____

Attachment:
Section 28.30

P:\CAO Protected\Admin Samples\Admin Resolutions Drafts\09Resolution 28.30 Sponsorship Program.doc